

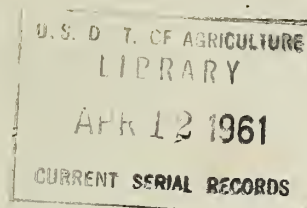
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CONSUMER PURCHASES OF



# CITRUS AND OTHER JUICES

JANUARY 1961

CPFJ-113

U. S. DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated total household consumer purchases of frozen concentrated juices, chilled orange juice, canned juices, canned fruit, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This expands the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

March 1961

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

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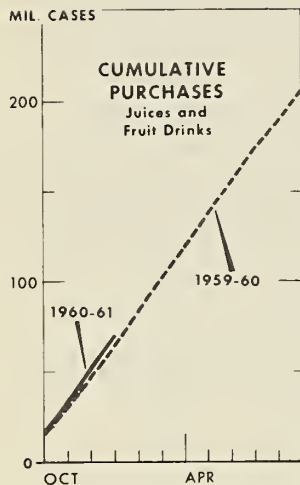
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES  
JANUARY 1961

By Clive E. Johnson  
Market Development Research Division  
Agricultural Marketing Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

SUMMARY

Household consumers purchased the equivalent of 17.6 million cases of frozen concentrated juices, canned single-strength juices, and canned fruit drinks in January 1961. This was a 3-percent decline from a year earlier, reflecting a reduction in purchases of frozen concentrated and canned single-strength juices that more than offset a large gain in canned fruit drinks. Cumulative purchases of juices and fruit drinks in the season beginning October 1960 are about 8 percent ahead of the corresponding period of 1959-60, as illustrated by the chart in the margin.



By individual products, January purchases of frozen concentrated orange juice were down 8 percent and canned orange juice down 41 percent from a year earlier, in contrast to strong gains made by chilled orange juice and canned orange drink. Purchases of pineapple juice and pineapple-grapefruit drink were up more than a fourth, but buying of canned grapefruit juice dropped rather sharply. Purchases of tomato juice, prune juice, and miscellaneous canned juices were moderately smaller than a year earlier, and miscellaneous frozen concentrates were off 14 percent. A moderately large gain was reported for canned grapefruit sections.

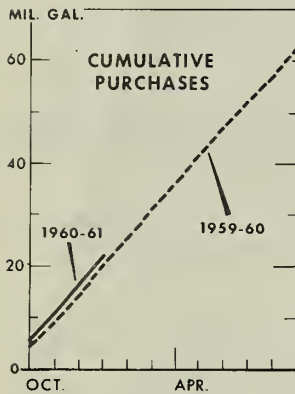
Fewer California-Arizona and Florida oranges moved to the fresh market than in January 1960. The quantity processed also was smaller. Similarly, movement of grapefruit to both the fresh market and processing plants was down from a year earlier.

Change in size of sample. Beginning with January 1961, purchase estimates will be based on a sample of 10,000 households. This expands the sample of approximately 6,000 households that was used from 1954 through 1960. Estimates computed from the new sample for July-December 1960 suggested on the average that reported purchases for this period were understated for pineapple-grapefruit

drink and tomato juice by 5 percent, grapefruit juice 6 percent, prune juice and miscellaneous canned juices 7 percent, miscellaneous canned fruit drinks 13 percent, and miscellaneous frozen concentrates by 47 percent. Most of the changes were accounted for by an increase in proportion of families buying. To provide comparability with estimates from the new sample, October 1959-December 1960 purchases and proportion of families buying these 7 products as previously reported were adjusted upward by the differences between the 2 samples. Purchases of frozen concentrated orange juice, chilled orange juice, canned orange juice, pineapple juice, canned orange drink, and canned grapefruit sections were not adjusted as estimates from the 2 samples were approximately the same.

## FROZEN AND CHILLED JUICES

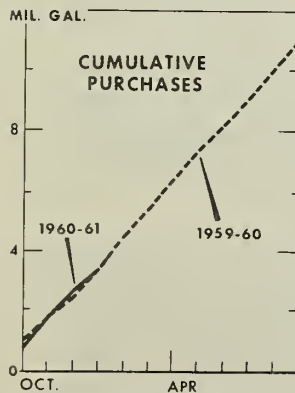
### FROZEN ORANGE CONCENTRATE DOWN 8 PERCENT



In January 1961 household consumers purchased 5.3 million gallons of frozen concentrated orange juice, 8 percent less than in the same month of 1960. The purchase volume, however, was 8 percent above the 5-year (1954-58) average for the month. Cumulative purchases for the season beginning October 1960 were about 9 percent greater than in the corresponding 4 months a year earlier as shown by the chart in the margin. 1/

The decline in purchases from January 1960 was associated with a decrease in the average quantity purchased per buying family from about 7.5 to 6.9 cans. The proportion of families buying, however, held at 30 percent. Retail prices averaged 20.3 cents per 6-ounce can, 2.1 cents more than a year earlier. Consumer expenditures amounted to \$22.8 million for the month, slightly more than a year earlier. (See page 12.)

### MISCELLANEOUS CONCENTRATES ALSO DOWN



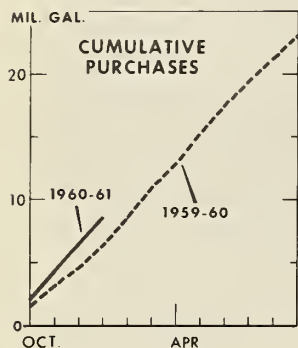
Retail purchases of miscellaneous frozen concentrates at 800,000 gallons in January were 14 percent below the year-earlier level. The season's purchase, beginning with October 1960, however, was practically identical with the quantity bought in the same months of 1959-60.

An average 6-ounce can of these concentrates cost consumers 18.5 cents. This was 0.4 cent less than paid in January 1960.

1/ Monthly and cumulative data in this report are for 28-day periods to facilitate comparisons. Averages revised as of January 1961.



## GOOD GAIN FOR CHILLED ORANGE JUICE

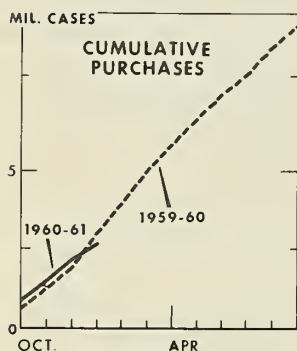


Consumers bought 2.1 million gallons of chilled orange juice in January, 15 percent more than in the same month of 1960. Cumulative purchases for the season were a third higher than in the corresponding 4 months of 1959-60. Nearly 5 percent of families bought, compared with about 4 percent in the preceding January. Buying-family purchases at 3.2 quarts, however, were moderately smaller.

Retail prices edged down 0.5 cent to 39.6 cents per quart. With total purchases up, however, the amount spent by consumers for the juice was 13 percent greater than in January 1960. (See page 13.)

## CANNED SINGLE-STRENGTH JUICES

### ORANGE JUICE DOWN SUBSTANTIALLY

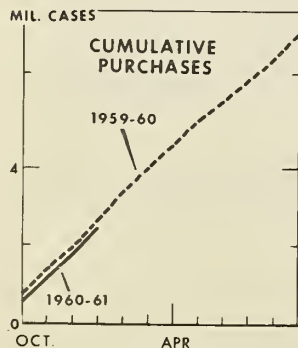


January purchases of canned orange juice were down 41 percent or 414,000 cases from a year earlier when buying was unusually heavy. Purchases also dropped below December, contrary to the rather sharp rise that ordinarily occurs between the 2 months. Fewer families buying, together with a smaller purchase per family, accounted for the decline. Both components of purchases were nearly the lowest reported in this 12-year series.

Retail prices continued to rise, with the January average of 40.8 cents per 46-ounce can up 1.6 cents from the preceding month and 4.1 cents from a year earlier. Consumer expenditures for the product were only about 2/3 as great as in the preceding January. (See page 14.)

Production of canned orange juice through January was 20 percent behind the corresponding period of 1959-60.

### GRAPEFRUIT JUICE DOWN 14 PERCENT



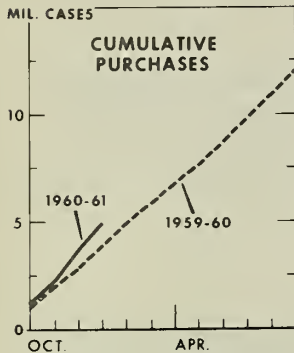
Household purchases of canned grapefruit juice in January dropped 14 percent or 100,000 cases from the same month of 1960. Cumulative purchases for the season were also moderately smaller than in the corresponding period of 1959-60.

As for canned orange juice, the decline was associated with fewer families buying and a smaller purchase per family. The average 46-ounce can of grapefruit juice cost consumers 31.1 cents, 0.8 cent less than a year earlier. (See page 15.)



Production of canned grapefruit juice through January was only about half as great as in the same months of 1959-60. Processors' stocks were down more than 40 percent from a year earlier.

#### PINEAPPLE JUICE UP SUBSTANTIALLY

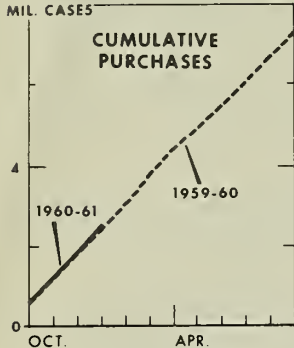


Pineapple juice was the only reported single-strength or concentrated juice purchased in greater volume than in January 1960. Retail movement at 1.3 million cases was 27 percent greater than a year earlier, and was about the same as the 1954-58 average for the month.

Pineapple juice accounted for 19 percent of all single-strength juice purchases, compared with a 14-percent share a year earlier. Cumulative purchases for the first 4 months of the 1960-61 season were up 28 percent.

The buying-family purchase of 2.1 cans was considerably larger than in the preceding January, and the proportion of families buying was up 1 percentage point. Prices averaged 28.3 cents per 46-ounce can, 2.8 cents less than a year earlier, and 0.7 cent less than the 1954-58 January average. (See page 16.)

#### PRUNE JUICE DOWN SLIGHTLY

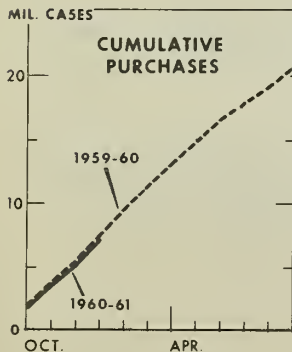


Retail purchases of prune juice in January were slightly below the level of a year earlier. Cumulative purchases for the season through the month, however, were a little above the year-earlier level.

January purchases totaled 643,000 cases. On a family basis, purchases averaged 2.4 quarts for the 7 percent of families buying.

Prices averaged 43.9 cents per quart bottle, 0.7 cent more than a year earlier, and 9.5 cents more than the January 1954-58 average. (See page 17.)

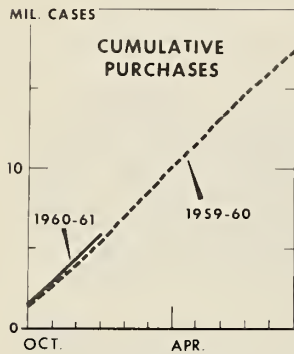
#### TOMATO JUICE OFF MODERATELY



January purchases of tomato juice were up seasonally from December in contrast to contra-seasonal declines of the orange juices. Nonetheless, purchases were off about 6 percent or 120,000 cases from a year earlier, reflecting fewer families buying. Cumulative purchases through January were also about 6 percent below the year-earlier volume.

The average 46-ounce can of tomato juice cost household consumers 28.4 cents, 0.9 cent more than paid in January 1960. (See page 18.)

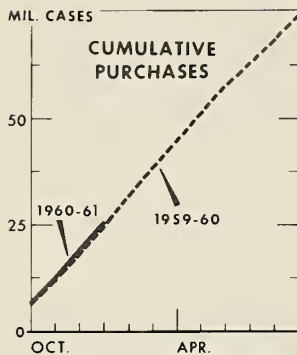
## MISCELLANEOUS JUICES STEADY



Retail purchases of miscellaneous single-strength juices amounted to 1.5 million cases in January, almost the same as a year earlier. Cumulative purchases through January, however, were 8 percent greater than in the corresponding 4 months of 1959-60, in contrast to losses in purchases of canned citrus juices and tomato juice.

Buying averaged 1.4 cans per family for the 18.6 percent that bought. On the average, a 46-ounce can of these juices cost 37.9 cents, 0.8 cent more than a year earlier. (See table, page 22.)

## SINGLE-STRENGTH JUICES DOWN MODERATELY IN TOTAL

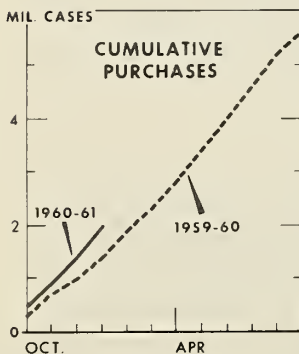


In January 1961, consumers purchased a total of 6.5 million cases of canned single-strength juices. This was a decline of 6 percent or 420,000 cases from the quantity purchased a year earlier. Nevertheless, cumulative purchases through January remained slightly above the corresponding period of 1959-60.

About 44 percent of families bought one or more canned juices during January. Purchases averaged 2.6 cans (46-ounce) per buying-family. (See table, page 23.)

## CANNED SINGLE-STRENGTH FRUIT DRINKS

### ORANGE DRINK JUMPS TO NEW PEAK FOR WINTER MONTHS



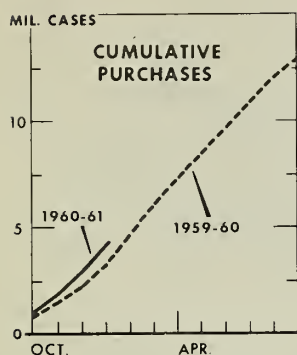
Nearly 630,000 cases of canned orange drink were bought for home consumption in January. This was a third more than in the preceding January, and was except for the hot summer months the largest volume of purchases recorded in the 8-year series. Cumulative purchases through January were about 40 percent ahead of the corresponding period of 1959-60.

The proportion of families buying was up 1 percentage point to 4.5 percent. Buying-family purchases, however, held at about 2.4 cans.

Retail prices at 31 cents per 46-ounce can were down 0.6 cent from the preceding month in contrast to the increases reported for most other products. (See page 19.)



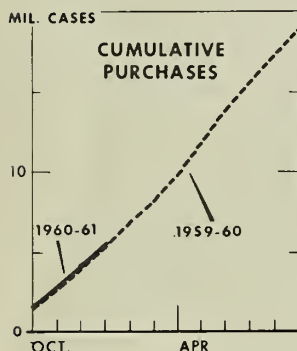
## HEAVY MOVEMENT OF PINEAPPLE-GRAPEFRUIT CONTINUES



Purchases of pineapple-grapefruit drink were up 28 percent or 284,000 cases from January 1960. Cumulative purchases were ahead of 1959-60 by about the same relative amount. Movement exceeded that of pineapple juice, or the combined movement of canned orange and grapefruit juices. The gain was attributed to a sharp increase in buying-family purchases, which at 2.7 cans were the largest yet reported. About 9 percent of families bought.

Retail prices were down 2.5 cents to 27.4 cents per 46-ounce can. While prices paid by consumers moved upward, pineapple-grapefruit drink continued to be the least expensive product reported. (See page 20.)

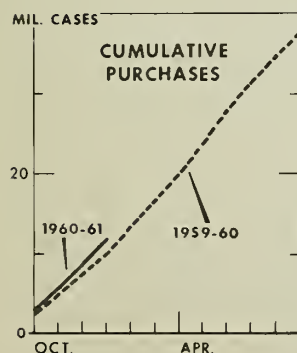
## MISCELLANEOUS CANNED DRINKS STEADY



Purchases of miscellaneous canned drinks held at 1.4 million cases, the same as in January 1960. Cumulative purchases for October-January were a little ahead of the preceding season.

Buying-family purchases averaged 2.3 cans for the month, with about 11 percent of families purchasing one or more of the miscellaneous fruit drinks. An average 46-ounce can of these products cost consumers 34.3 cents, 1.5 cents less than a year earlier. (See table, page 22.)

## CANNED FRUIT DRINKS UP 16 PERCENT IN TOTAL



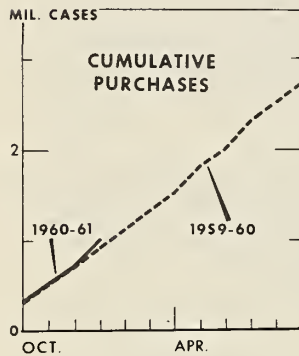
Altogether 3.3 million cases of canned fruit drinks were purchased for home consumption in January. This was an increase of 467,000 cases or 16 percent over the same month of 1960. Cumulative purchases through January were ahead of 1959-60 by about the same relative amount.

Purchases averaged 3 cans among the 20 percent of families buying these products. Canned fruit drinks had a 34-percent share of the market for canned juices and drinks, compared with a 29-percent share in January 1960. (See table, page 23.)



## CANNED FRUIT

### CANNED GRAPEFRUIT SECTIONS MAKE A GOOD GAIN



January purchases of canned grapefruit sections, 234,000 cases, were 11 percent greater than a year earlier. The increase reflected more families buying as well as a larger purchase per family. Cumulative purchases for the season, while 9 percent ahead of the same period of 1959-60, were well below those of earlier years.

Retail prices averaged 21.4 cents per No. 303 can of sections, 1.2 cents more than a year earlier. (See page 21.)

Production of canned grapefruit sections through January 1961 was off 20 percent from a year earlier. Cannery stocks were down 31 percent.

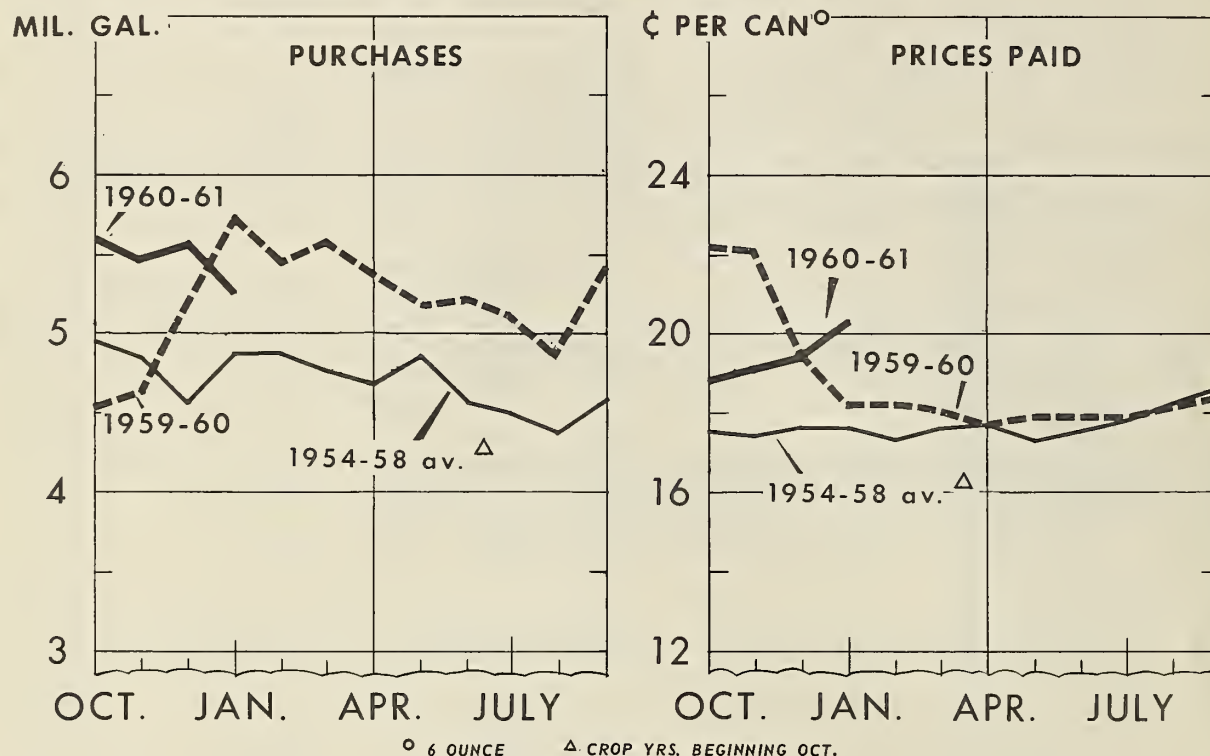
Table 1. SUMMARY: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid for selected citrus juices and other products, January 1961 and 1960 1/

Commodity	Total purchases			Proportion of families buying		Purchases per buying family					Average price paid per actual unit	
			Change 1961-60			Number	Average size of purchase		Quantity per month			
	Jan. 1961	Jan. 1960		Jan. 1961	Jan. 1960		Jan. 1961	Jan. 1960		Unit	Jan. 1961	Jan. 1960
	1,000 gallons	1,000 gallons	Percent	Percent	Number	Number	Ounces	Ounces	Ounces	Ounces	Cents	Cents
FROZEN CONCENTRATED JUICES:												
Orange	5,257	5,730	-8	30.2	2.0	2.0	20.7	22.4	41	45	6-oz.	20.3
Miscellaneous 2/	796	925	-14				15.1				6-oz.	18.5
Total	6,053	6,655	-9									18.9
CHILLED ORANGE JUICE	2,070	1,798	15	4.7	2.6	2.8	39.8		104	110	32-oz.	39.6
40.2												
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 3/	1,000 cases 3/										
Orange	607	1,021	-41	5.8	1.7	1.7	50.8	60.0	86	102	46-oz.	40.8
Grapefruit 2/	614	711	-14	5.4	1.4	1.5	63.8	60.8	89	91	46-oz.	31.1
Pineapple	1,255	986	27	10.7	1.4	1.4	70.4	60.2	99	84	46-oz.	28.3
31.1												
Prune 2/	643	666	-3	6.9	1.9	1.7	41.1	42.1	78	72	32-oz.	43.2
Tomato 2/	1,871	1,989	-6	16.8	1.5	1.5	58.8	58.9	88	88	46-oz.	27.5
Miscellaneous 2/	1,462	1,495	-2	18.6	1.7	1.7	37.9	40.6	64	69	46-oz.	37.1
Total	6,452	6,868	-6	44.1	2.3	2.3	51.5		118			
CANNED SINGLE-STRENGTH FRUIT DRINKS:												
Orange	628	466	35	4.5	1.4	1.4	79.4	78.1	111	109	46-oz.	31.0
Pineapple-grapefruit 2/	1,302	1,018	28	8.9	1.5	1.4	82.8	69.2	124	97	46-oz.	27.4
Miscellaneous fruit 2/	1,394	1,373	2	10.8	1.7	1.6	62.2	62.6	106	100	46-oz.	34.3
Total	3,324	2,857	16	20.0	1.9	1.9	72.2		137			
CANNED GRAPEFRUIT SECTIONS	234	210	11	3.9	1.5	1.5	36.3	34.7	54	52	16-oz. 4/	21.4
20.2												

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. 2/ Total purchases and proportions of families buying for 1960 revised upward to provide comparability with new sample. 3/ Equivalent cases 24 No. 2 cans...432 ounces per case. 4/ Equivalent No. 303 can. Omission of entry indicates data are not available.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

AGRICULTURAL MARKETING SERVICE

Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

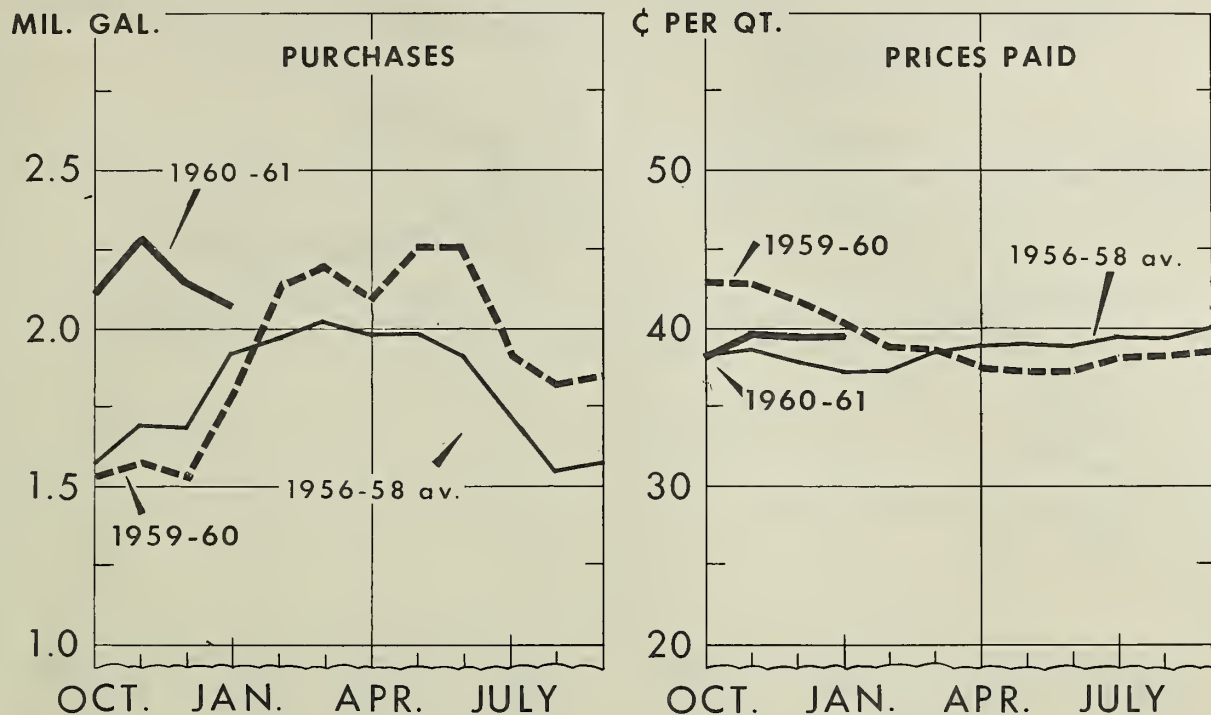
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,616	4,560	4,957	29.1	26.9	46	41	18.8	22.2	17.5
Nov.	5,458	4,634	4,856	30.1	26.7	46	43	19.1	22.1	17.4
Dec.	5,552	5,138	4,563	30.1	27.9	45	45	19.4	19.4	17.6
Oct.-Dec.	16,626	14,332	14,376							
Jan.	5,257	5,730	4,871	30.2	30.3	41	45	20.3	18.2	17.6
Feb.		5,444	4,879		28.1		48		18.2	17.3
Mar.		5,579	4,771		27.8		50		18.1	17.6
Oct.-Mar.		31,085	28,897							
Apr.		5,385	4,692		28.3		45		17.8	17.7
May		5,213	4,874		27.7		46		18.0	17.3
Jun.		5,232	4,566		28.3		44		17.9	17.5
Oct.-Jun.		46,915	43,029							
Jul.		5,081	4,497		27.2		45		17.9	17.8
Aug.		4,879	4,386		27.5		43		18.1	18.3
Sep.		5,433	4,592		29.3		44		18.3	18.6
Season		62,308	56,504							17.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.



# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

AGRICULTURAL MARKETING SERVICE

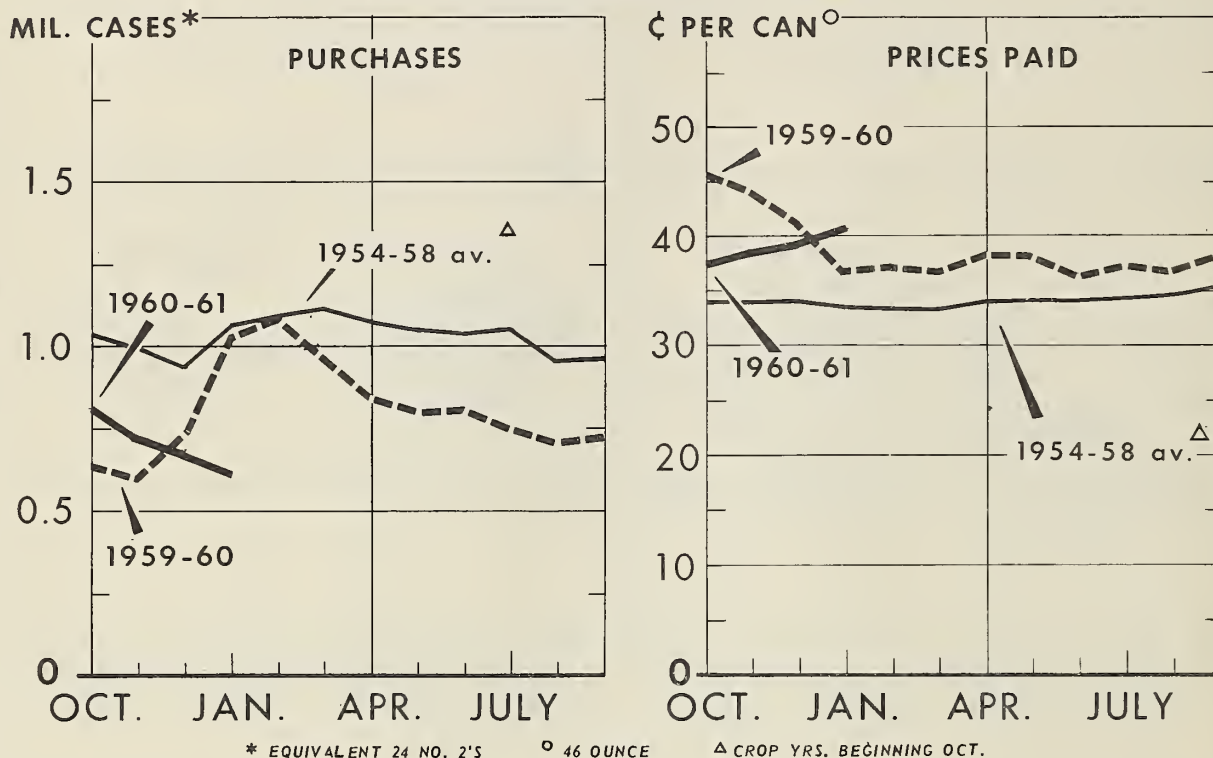
Table 3.-- CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid. October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1,000 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,112	1,539	1,574	4.7	3.7	109	103	38.2	42.7	38.5
Nov.	2,282	1,573	1,692	4.9	3.4	110	116	39.7	42.6	38.7
Dec.	2,122	1,532	1,690	4.6	3.5	112	110	39.4	41.7	38.0
Oct.-Dec.	6,516	4,644	4,956							
Jan.	2,070	1,798	1,932	4.7	4.1	104	110	39.6	40.2	37.3
Feb.		2,153	1,979		5.1		103		38.8	37.6
Mar.		2,220	2,021		4.7		116		38.7	38.6
Oct.-Mar.		10,815	10,888							
Apr.		2,099	1,982		4.4		113		37.5	38.9
May		2,277	1,987		4.7		117		37.3	39.2
Jun.		2,271	1,923		5.0		108		37.3	39.0
Oct.-Jun.		17,462	16,780							
Jul.		1,911	1,734		4.4		107		38.0	39.5
Aug.		1,829	1,558		4.2		107		38.2	39.5
Sep.		1,846	1,576		4.2		109		38.4	40.1
Season		23,048	21,648							38.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

AGRICULTURAL MARKETING SERVICE

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

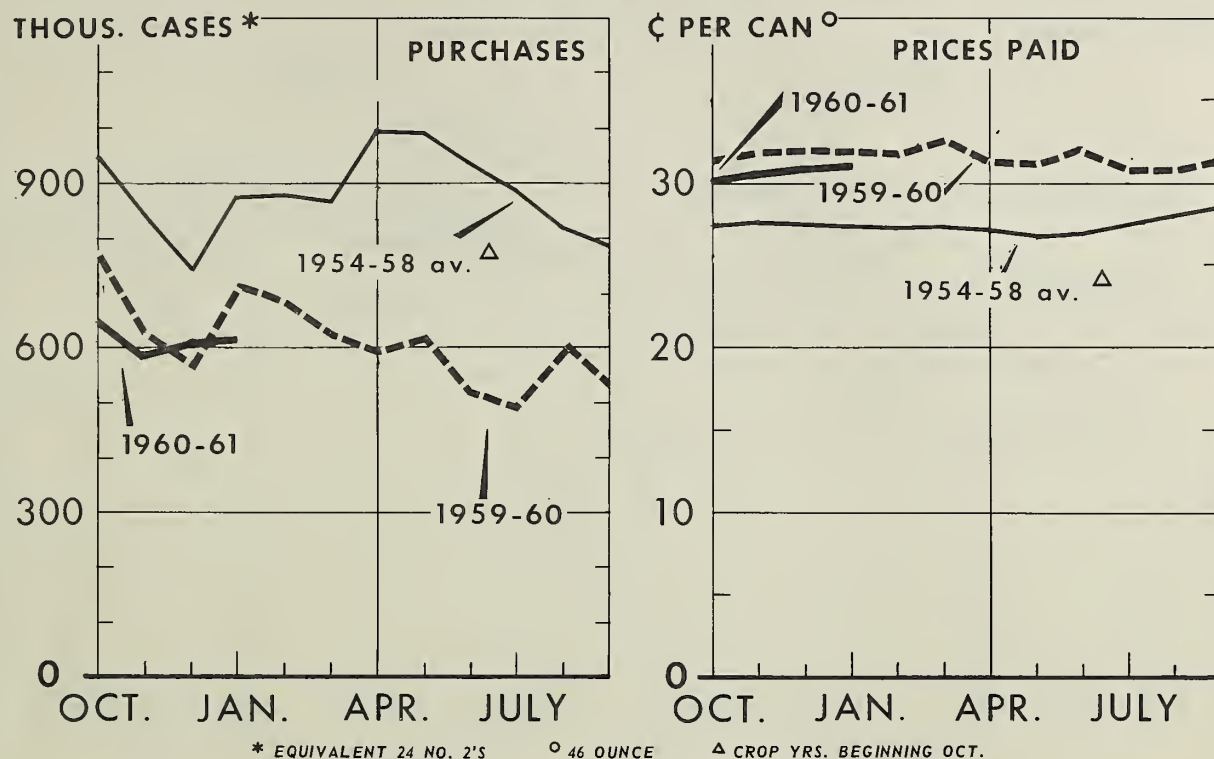
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	811	626	1,039	7.3	6.1	92	86	37.5	45.5	34.0
Nov.	714	594	998	6.5	5.9	88	86	38.8	43.9	34.0
Dec.	667	726	940	6.2	6.8	90	86	39.2	40.7	34.1
Oct.-Dec.	2,192	1,946	2,977							
Jan.	607	1,021	1,062	5.8	8.4	86	102	40.8	36.7	33.6
Feb.		1,066	1,094		9.9		89		37.0	33.6
Mar.		964	1,123		7.9		101		36.7	33.6
Oct.-Mar.		4,997	6,256							
Apr.		831	1,067		7.0		98		38.2	34.0
May		782	1,044		6.8		96		38.0	34.1
Jun.		801	1,037		6.8		95		36.8	34.1
Oct.-Jun.		7,411	9,404							
Jul.		733	1,046		6.4		94		37.2	34.4
Aug.		709	950		6.8		87		36.9	34.8
Sep.		716	952		6.7		89		38.0	35.5
Season		9,569	12,352							34.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

AGRICULTURAL MARKETING SERVICE

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	773	942	5.5	6.5	97	102	30.1	31.2	27.4
Nov.	583	628	841	5.0	5.9	94	87	30.5	31.8	27.8
Dec.	606	570	744	5.0	5.5	102	88	31.0	31.9	27.6
Oct.-Dec.	1,837	1,971	2,527							
Jan.	614	711	878	5.4	6.5	89	91	31.1	31.9	27.4
Feb.		686	879		6.0		96		31.7	27.4
Mar.		624	867		5.8		85		32.7	27.4
Oct.-Mar.		3,992	5,151							
Apr.		597	993		5.6		85		31.5	27.1
May		618	989		5.3		100		31.3	26.8
Jun.		520	930		4.8		91		32.1	26.9
Oct.-Jun.		5,727	8,063							
Jul.		493	888		4.5		87		31.0	27.5
Aug.		600	819		5.0		100		30.9	27.9
Sep.		537	787		4.8		91		31.3	28.5
Season		7,357	10,557							27.4

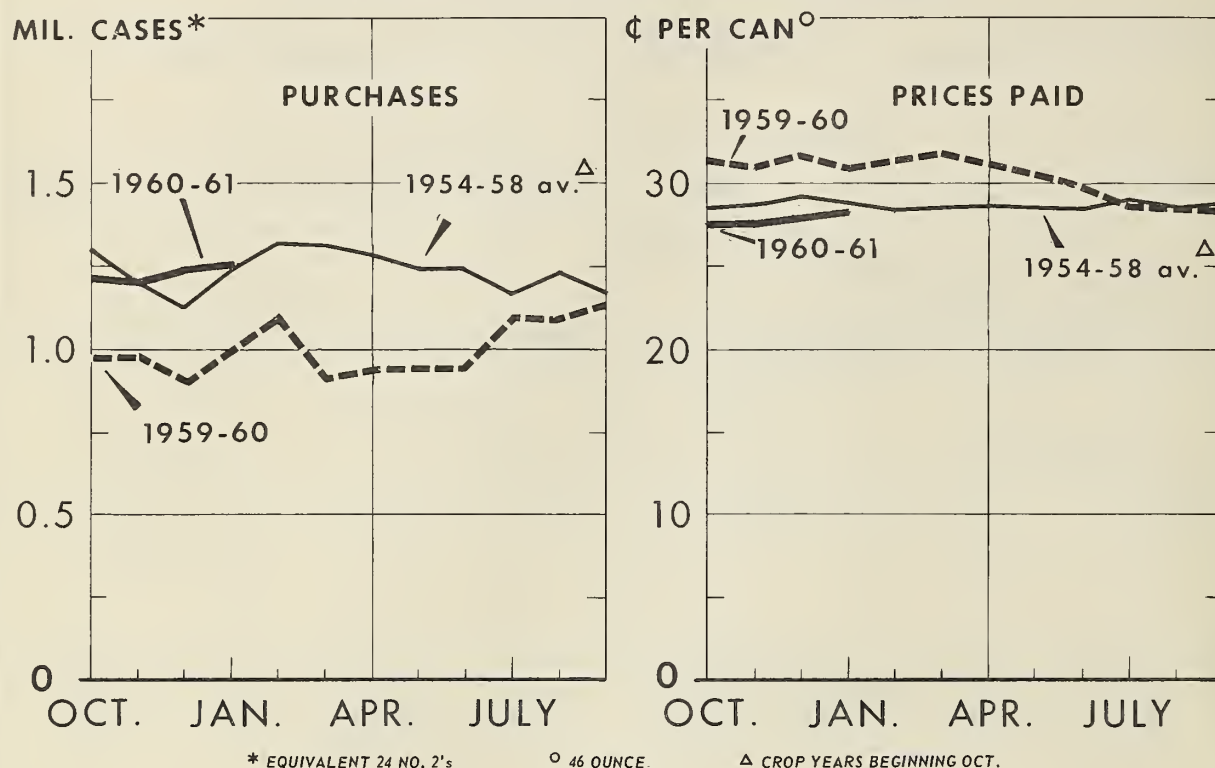
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 6 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# SINGLE-STRENGTH PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

AGRICULTURAL MARKETING SERVICE

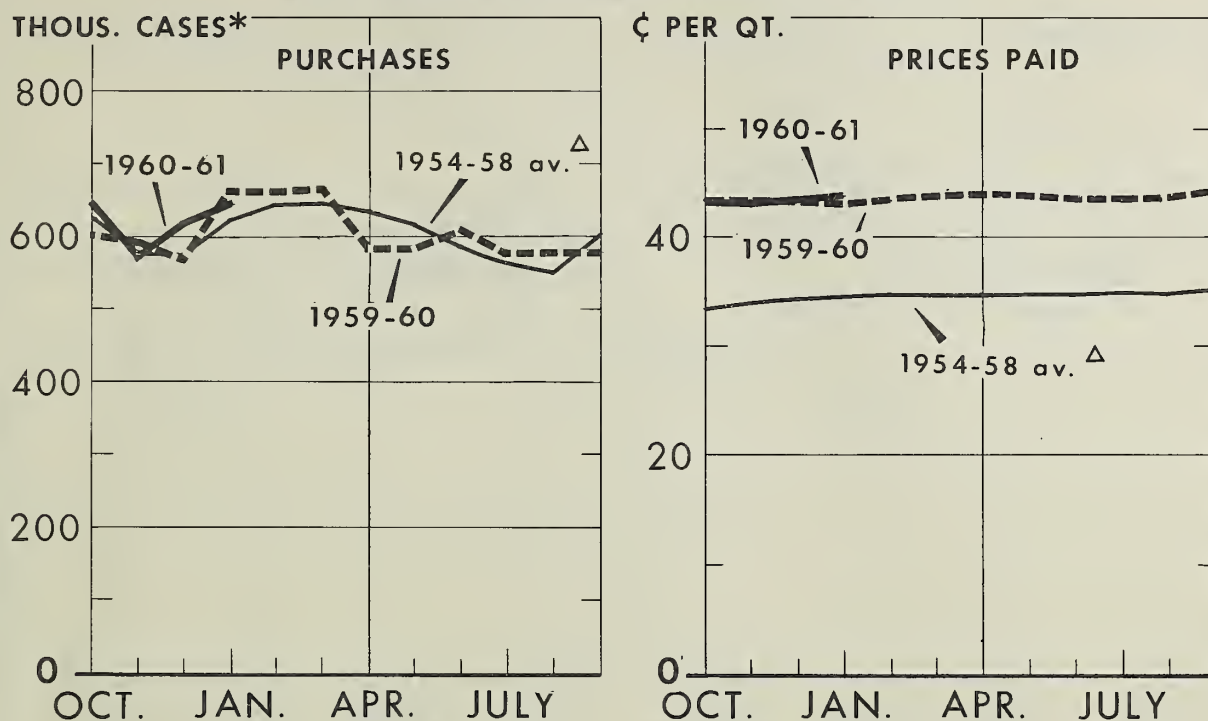
Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,214	975	1,301	9.6	9.2	102	88	27.6	31.4	28.7
Nov.	1,208	977	1,199	9.3	9.1	103	89	27.7	31.0	28.9
Dec.	1,232	907	1,128	9.6	8.8	106	86	28.0	31.7	29.2
Oct.-Dec.	3,654	2,859	3,628							
Jan.	1,255	986	1,235	10.7	9.9	99	84	28.3	31.1	29.0
Feb.		1,099	1,321		10.5		87		31.5	28.5
Mar.		915	1,315		8.6		90		31.8	28.6
Oct.-Mar.		5,859	7,499							
Apr.		933	1,281		8.7		90		31.1	28.7
May		940	1,246		8.5		93		30.7	28.7
Jun.		950	1,246		8.7		91		30.2	28.6
Oct.-Jun.		8,682	11,272							
Jul.		1,107	1,167		9.1		101		28.7	29.1
Aug.		1,090	1,221		8.8		99		28.8	28.8
Sep.		1,113	1,169		9.6		96		28.3	28.9
Season		11,992	14,829							28.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT 24 NO. 2'S

Δ CROP YRS. BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 6

AGRICULTURAL MARKETING SERVICE

Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

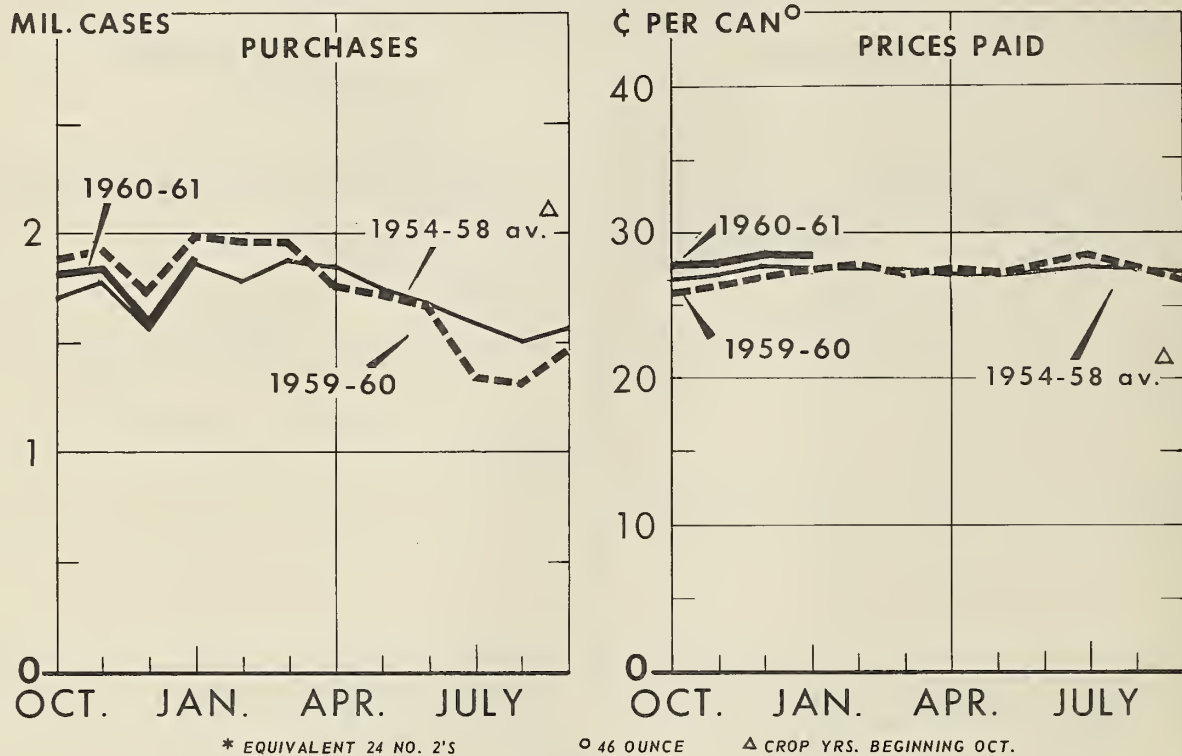
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	601	625	7.3	6.8	72	73	43.3	43.4	33.3
Nov.	570	598	579	6.4	6.7	72	72	43.2	43.6	34.1
Dec.	620	574	576	6.4	6.6	78	72	43.5	43.3	34.3
Oct.-Dec.	1,838	1,773	1,780							
Jan.	643	666	628	6.9	7.5	78	72	43.9	43.2	34.4
Feb.		661	643		8.0		68		43.4	34.7
Mar.		668	647		7.8		71		43.7	34.6
Oct.-Mar.		3,768	3,698							
Apr.		583	635		7.0		68		43.9	34.6
May		582	617		6.2		77		43.9	34.7
Jun.		606	583		6.5		77		43.5	34.7
Oct.-Jun.		5,539	5,533							
Jul.		574	563		6.2		76		43.8	34.9
Aug.		574	554		6.5		74		43.8	34.9
Sep.		577	603		6.5		73		44.0	35.0
Season		7,264	7,253							34.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

AGRICULTURAL MARKETING SERVICE

Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,815	1,875	1,690	15.2	16.1	98	99	27.8	26.0	26.9
Nov.	1,829	1,931	1,781	15.9	16.9	89	97	27.9	26.4	27.2
Dec.	1,580	1,718	1,573	14.7	16.3	90	90	28.5	27.2	27.8
Oct.-Dec.	5,224	5,524	5,044							
Jan.	1,871	1,989	1,860	16.8	18.5	88	88	28.4	27.5	27.7
Feb.		1,969	1,795		18.7		89		27.9	27.4
Mar.		1,958	1,889		18.0		92		27.3	27.4
Oct.-Mar.		11,440	10,588							
Apr.		1,741	1,853		16.5		88		27.6	27.2
May		1,712	1,757		15.8		92		27.4	27.1
Jun.		1,660	1,693		15.5		92		27.8	27.3
Oct.-Jun.		16,553	15,891							
Jul.		1,344	1,589		12.9		85		28.4	27.7
Aug.		1,341	1,505		13.3		82		27.6	27.6
Sep.		1,477	1,555		14.0		88		27.1	27.4
Season		20,715	20,540							27.4

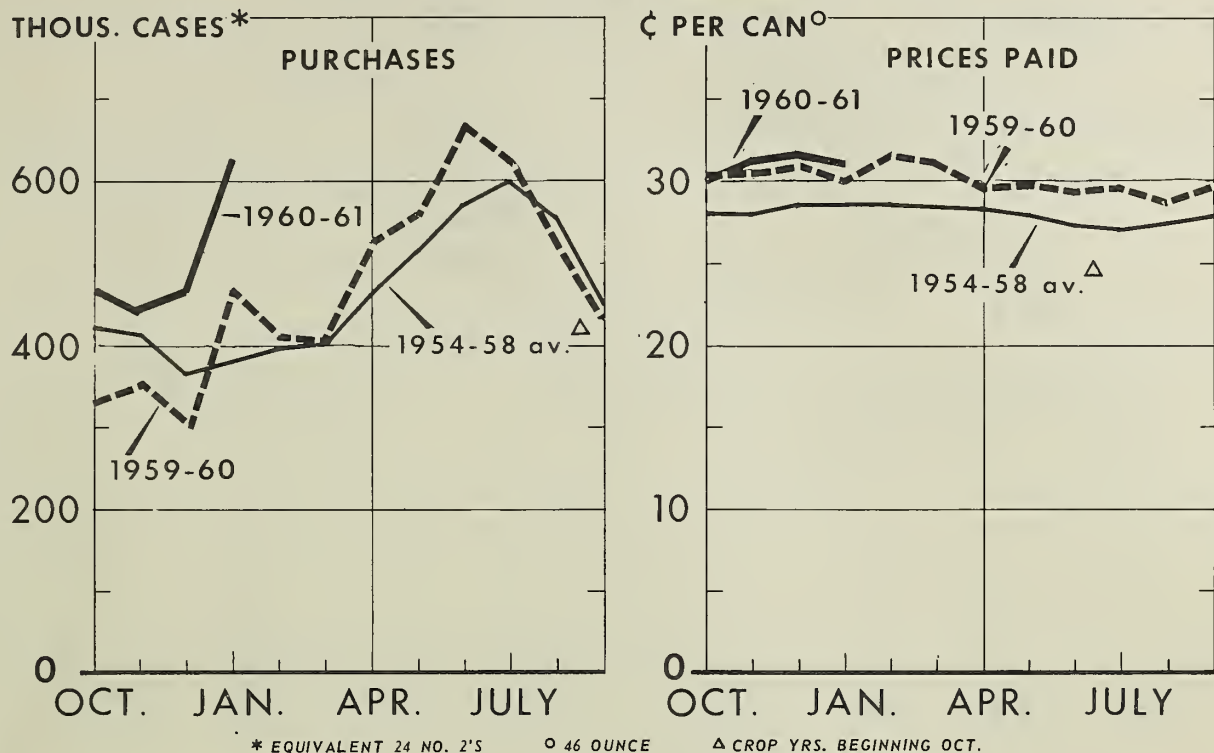
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

AGRICULTURAL MARKETING SERVICE

Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

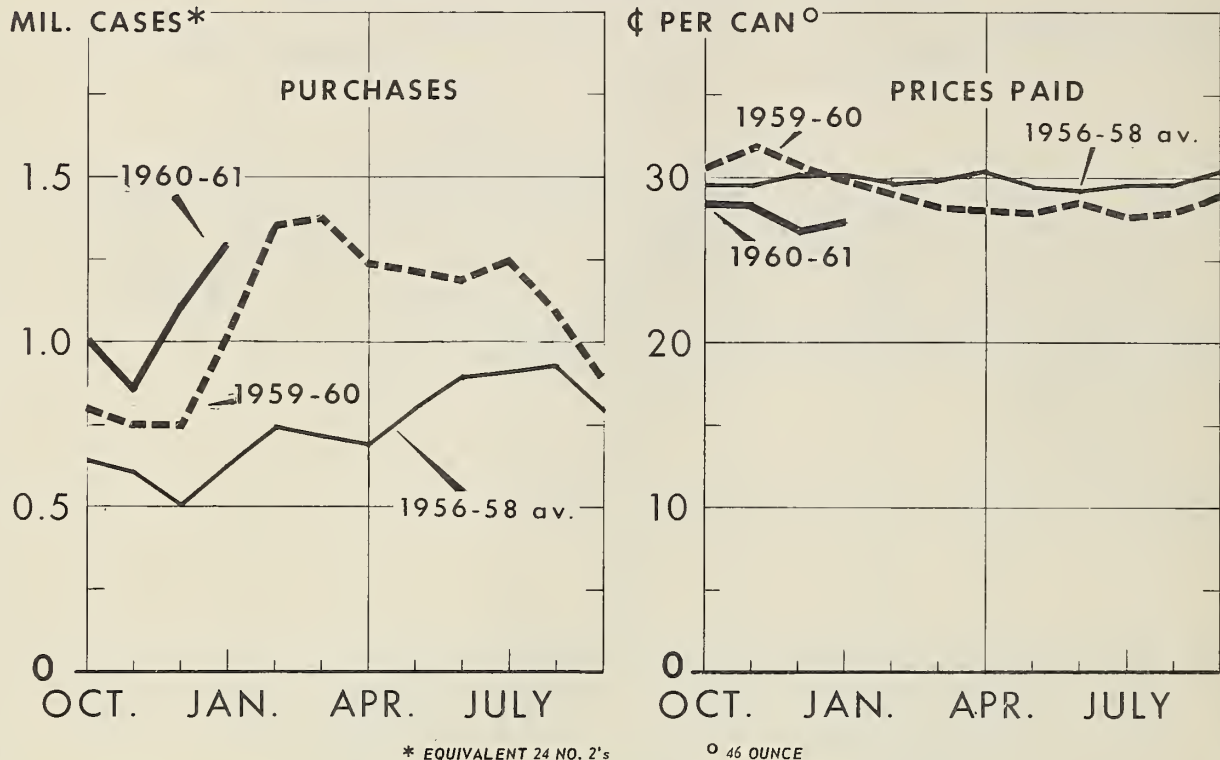
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960- : 1961 : cases	1959- : 1960 : cases	Average : 1954-58 : cases	1960- : 1961 : Percent	1959- : 1960 : Percent	1960- : 1961 : Ounces	1959- : 1960 : Ounces	1960- : 1961 : Cents	1959- : 1960 : Cents	Average : 1954-58 : Cents
Oct.	469	331	422	3.3	2.3	117	117	30.0	30.2	28.0
Nov.	444	350	413	3.1	2.9	110	104	31.3	30.6	28.0
Dec.	466	301	365	3.3	2.4	113	107	31.6	30.9	28.6
Oct.-Dec.	1,379	982	1,200							
Jan.	628	466	384	4.5	3.4	111	109	31.0	30.0	28.6
Feb.		414	399		3.6		96		31.5	28.7
Mar.		404	403		3.3		106		31.2	28.4
Oct.-Mar.		2,266	2,386							
Apr.		524	466		3.7		115		29.8	28.2
May		563	516		3.8		124		29.9	27.9
Jun.		663	573		4.9		114		29.4	27.4
Oct.-Jun.		4,016	3,941							
Jul.		620	600		4.2		123		29.7	27.2
Aug.		528	557		3.9		114		28.8	27.4
Sep.		431	450		3.3		103		29.7	27.9
Season		5,595	5,548							28.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

AGRICULTURAL MARKETING SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

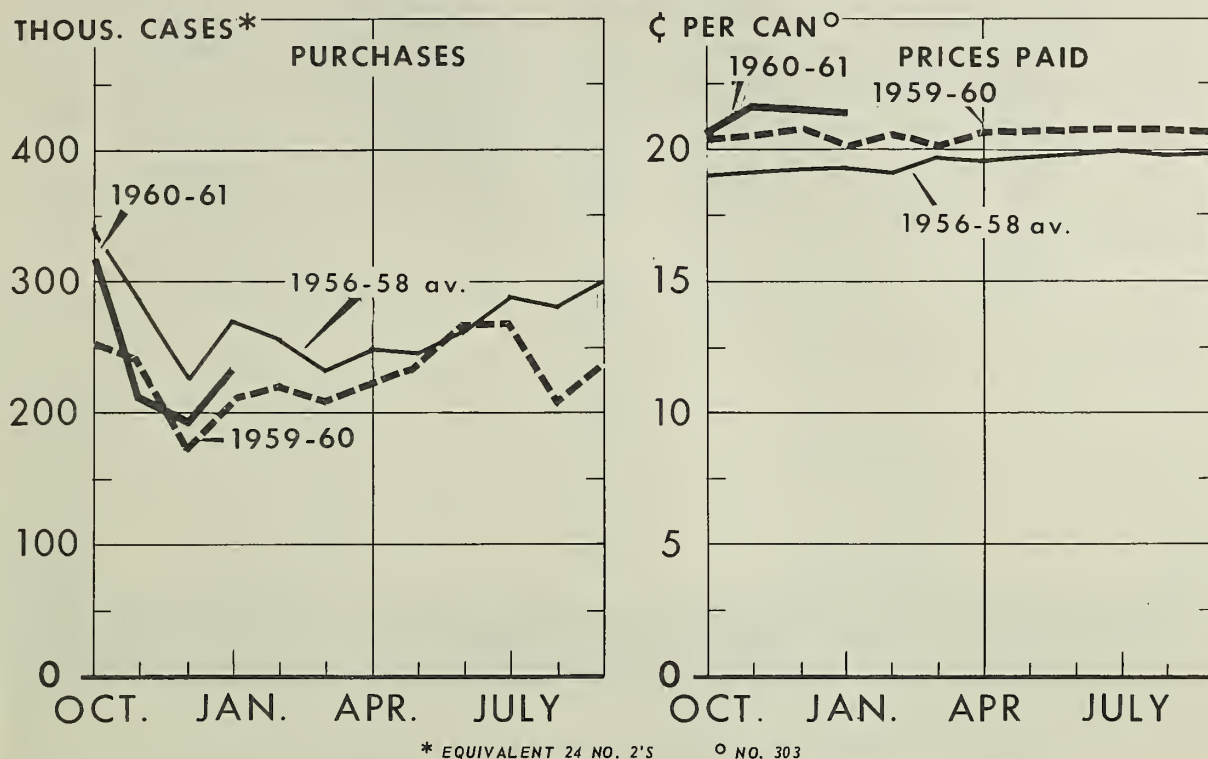
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960- : 1961	1959- : 1960	Average : 1956-58	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	Average : 1956-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,012	801	643	7.2	6.9	118	97	28.5	30.7	29.6
Nov.	855	747	609	6.8	6.5	105	93	28.4	31.9	29.6
Dec.	1,115	749	506	7.6	6.3	123	100	26.8	30.8	30.2
Oct.-Dec.	2,982	2,297	1,758							
Jan.	1,302	1,018	628	8.9	8.7	124	97	27.4	29.9	30.2
Feb.		1,354	742		9.6		122		29.1	29.6
Mar.		1,388	717		9.9		118		28.3	29.9
Oct.-Mar.		6,057	3,845							
Apr.		1,235	688		8.8		115		28.1	30.3
May		1,216	812		8.8		115		27.9	29.5
Jun.		1,181	901		8.9		109		28.8	29.2
Oct.-Jun.		9,689	6,246							
Jul.		1,252	914		9.3		108		27.7	29.6
Aug.		1,097	939		8.5		107		28.0	29.6
Sep.		896	797		7.2		100		29.0	30.4
Season		12,934	8,896							29.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

AGRICULTURAL MARKETING SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	318	252	337	5.1	4.5	57	53	20.7	20.5	19.0
Nov.	212	238	286	3.7	4.3	51	49	21.7	20.5	19.1
Dec.	193	174	227	3.4	3.6	51	46	21.5	20.8	19.3
Oct.-Dec.	723	664	850							
Jan.	234	210	270	3.9	3.7	54	52	21.4	20.2	19.3
Feb.		222	256		3.9		53		20.6	19.1
Mar.		209	233		3.5		57		20.2	19.6
Oct.-Mar.		1,305	1,609							
Apr.		220	249		3.9		52		20.5	19.5
May		237	248		3.7		61		20.5	19.7
Jun.		269	264		4.5		54		20.7	19.8
Oct.-Jun.		2,031	2,370							
Jul.		269	288		4.3		59		20.7	20.0
Aug.		208	282		3.5		54		20.8	19.8
Sep.		239	300		4.0		55		20.6	19.9
Season		2,747	3,240							19.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...480 ounces per case.



Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,458	1,379	18.0	16.8	67	70	36.5	37.8
Nov.	1,456	1,271	18.3	16.9	66	61	37.1	37.4
Dec.	1,510	1,291	18.2	16.9	66	63	37.1	37.6
Oct.-Dec.	4,424	3,941						
Jan.	1,462	1,495	18.6	18.5	64	69	37.9	37.1
Feb.		1,558		19.6		65		37.3
Mar.		1,562		18.7		71		37.1
Oct.-Mar.		8,556						
Apr.		1,513		18.7		68		37.4
May		1,555		18.8		67		37.3
Jun.		1,578		19.5		68		36.2
Oct.-Jun.		13,202						
Jul.		1,463		19.0		63		36.5
Aug.		1,316		16.9		65		37.3
Sep.		1,396		17.4		66		37.3
Season		17,377						

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,505	1,355	11.2	11.3	113	101	34.2	36.0
Nov.	1,307	1,293	10.1	10.5	109	102	34.5	36.1
Dec.	1,329	1,244	10.4	9.4	104	110	34.9	35.3
Oct.-Dec.	4,141	3,892						
Jan.	1,394	1,373	10.8	11.3	106	100	34.3	35.8
Feb.		1,495		11.9		106		35.5
Mar.		1,462		12.0		104		35.4
Oct.-Mar.		8,222						
Apr.		1,589		12.0		111		35.0
May		1,894		14.2		113		34.0
Jun.		2,149		15.9		111		34.0
Oct.-Jun.		13,854						
Jul.		1,787		13.1		110		33.8
Aug.		1,672		12.4		112		34.1
Sep.		1,539		12.0		102		34.4
Season		18,852						

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 13 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

Period 1/	Juices				Fruit drinks			
	Total purchases 2/		Proportion of families buying	Purchase per buying family	Total purchases 2/		Proportion of families buying	Purchase per buying family
	1960-61	1959-60	1960-1961	1960-1961	1960-61	1959-60	1960-1961	1960-1961
	1,000 cases	1,000 cases	Percent	Ounces	1,000 cases	1,000 cases	Percent	Ounces
Oct.	6,594	6,229	NA	NA	2,986	2,487	NA	NA
Nov.	6,360	5,999	NA	NA	2,606	2,390	NA	NA
Dec.	6,215	5,786	NA	NA	2,910	2,294	NA	NA
Oct.-Dec.	19,169	18,014			8,502	7,171		
Jan.	6,452	6,868	44.1	118	3,324	2,857	20.0	137
Feb.		7,039				3,263		
Mar.		6,691				3,254		
Oct.-Mar.		38,612				16,545		
Apr.		6,198				3,348		
May		6,189				3,673		
Jun.		6,115				3,993		
Oct.-Jun.		57,114				27,559		
Jul.		5,714				3,659		
Aug.		5,630				3,297		
Sep.		5,816				2,866		
Season		74,274				37,381		

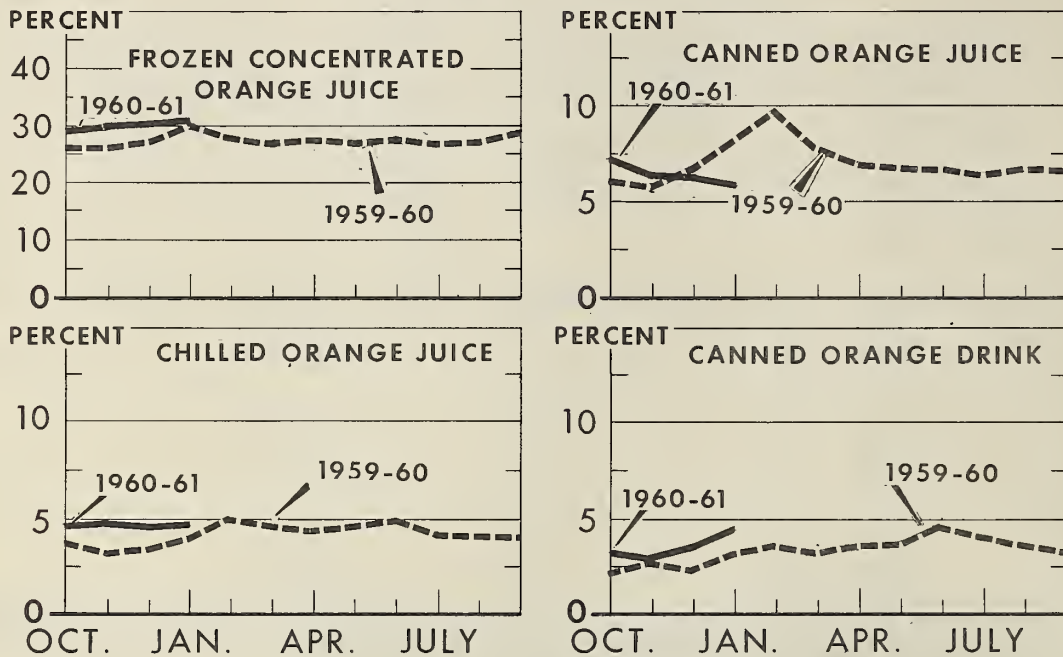
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 data revised. Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice 2/		Canned single-strength juice 3/		Canned sections	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,774	2,996	474	375	365	274	480	570	221	182
Nov.	3,668	3,045	417	356	395	280	432	463	148	172
Dec.	3,731	3,376	390	435	367	273	449	420	139	126
Oct.-Dec.	11,173	9,417	1,281	1,166	1,127	827	1,361	1,453	508	480
Jan.	3,654	3,988	350	592	358	309	449	533	163	145
Feb.		3,789		618		370		514		153
Mar.		3,883		559		382		468		144
Oct.-Mar.		21,077		2,935		1,888		2,968		922
Apr.		3,619		485		363		442		153
May		3,503		457		394		458		165
Jun.		3,516		468		393		385		187
Oct.-Jun.		31,715		4,345		3,038		4,253		1,427
Jul.		3,414		428		331		365		187
Aug.		3,279		414		316		445		145
Sep.		3,651		418		319		398		166
Season		42,059		5,605		4,004		5,461		1,925

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Based on yield of canned single-strength orange juice. 3/ October 1959-December 1960 estimates revised.

## PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

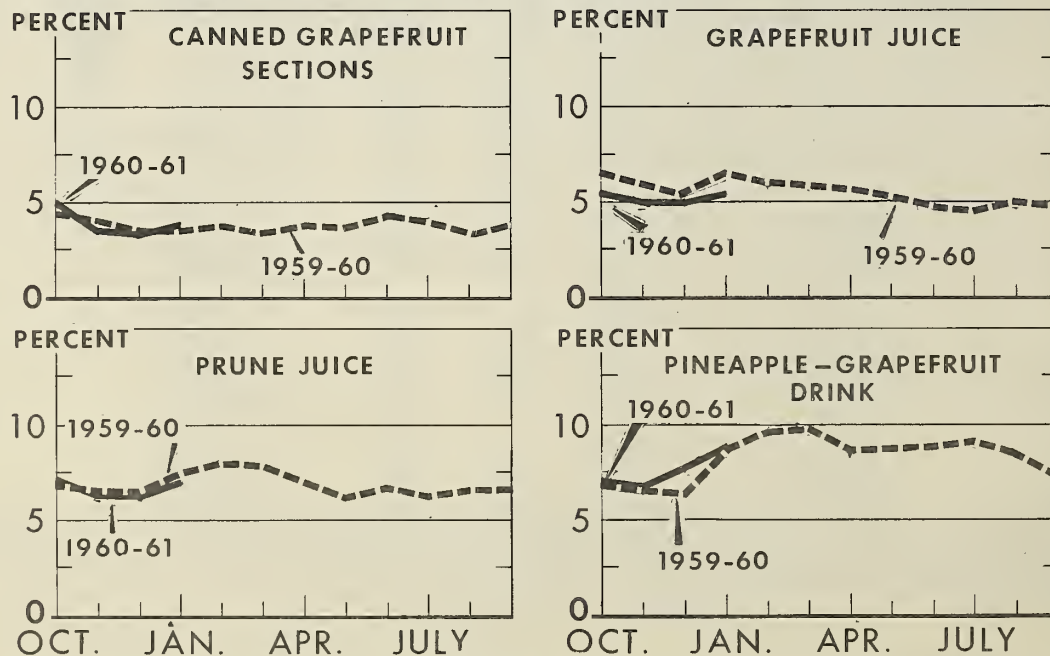


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Figure 11

AGRICULTURAL MARKETING SERVICE

## PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



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Figure 12

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